Changing the *aspect ratio* or otherwise *cropping* the media object,

Adding *text* or other *annotation* to the *media object,*

Encoding or otherwise *converting* the *media object,*

Processing the *media object* in a manner that completely fills the *media object identifier* or maintains the *aspect ratio* of the *media object* within the *media object identifier,*

Changing the *orientation* or otherwise *rotating* the *media object,*

Combining (including *stitching) of* multiple *media objects,* or

Enhancing the image by changing its contrast or saturation values.

3. (Amended)   The methods of Claims 1 or 2 wherein the *media object is* associated with *the media object identifier by* dragging a *visual representation* of the *media object* from *the first location* to the *media object identifier* in the Web page.

4. (Amended)   The methods of Claims 1 or 2 wherein the *media object is* associated with the *media object identifier by browsing and selecting* files on the *first location.*

5. (Amended)   The methods of Claim 1 or 2 wherein more than one *media object is* associated or processed simultaneously

6. (Amended)   The methods of Claim 1 or 2 wherein more than one *media object identifier is* generated dynamically or generated from pre-set instructions.

Please add new claims 7-14, as follows:

7. [new]   A method comprising:

using a web-based media submission tool as a graphical user interface for acquiring media objects

pre-processing the media object for the presentation requirements of a website, or printing requirements of a publisher prior to moving the media object from a first location to a second location; and

permanently associating the media object with other required data, and associating the pre-processed media object with a web page of the web site.

8. [New]   The method of Claim 7 wherein the pre-processing includes reducing the size of the media object.

9. [New]   The method of Claim 7 wherein the pre-processing includes modifying the format of the media object.

10. [New]   The method of Claim 7 wherein the web based media submission tool allows display of the media object in context on the web page.

11. [New]   The method of Claim 7 wherein the web based media submission tool is embedded in the web site.

12. [New]   The method of Claim 11 wherein the web based media submission tool is embedded in the web page

13. [New]   The method of Claim 7 wherein the media object is a digital image.

14. [New]   The method of Claim 7 wherein the web based media submission tool comprises a media object identifier.